

CALIFORNIA TOURISM					
MARKETING PLAN FY 04-05					
Approved by Commissioners on 6/24/04					
	CURRENT	FY 03-04	PROPOSED		
	BUDGET	YEAR END	BUDGET		
BUDGET AT \$6,500,000	FY 03-04	FORECAST (3)	FY 04-05	DIFFERENCE (4)	% CHANGE
MARKETING					
MARKETING/RESEARCH					
Consumer/Co-op					
Cultural Tourism	105,082		25,000	-80,082	-76%
Fun Spots Promotion	117,000		25,000	-92,000	-79%
Marketing Consultant	2,618		0	-2,618	-100%
Golf Co-op	45,500		10,000	-35,500	-78%
Shop California	64,000		25,000	-39,000	-61%
Dine California	50,000		0	-50,000	-100%
International Co-op	9,865		0	-9,865	-100%
Outdoor Recreation Co-op	45,500		0	-45,500	-100%
California Snow Co-op	129,000		32,000	-97,000	-75%
Rural Marketing Co-op	100,000		86,000	-14,000	-14%
Wild Vacations/Domestic	13,000		0	-13,000	-100%
Domestic Advertising Co-op	0		544,500	544,500	
TBOC Wal-Mart Media	25,000		0	-25,000	-100%
TBOC	175,000		125,000	-50,000	-29%
TBOC Legal Fees	50,000		5,000	-45,000	-90%
TBOC Streaming	4,350		10,000	5,650	130%
Winter Fun Card	0		0	0	
Advertising	1,265,251		0	-1,265,251	-100%
Total Consumer/Co-op	2,201,166		887,500	-1,313,666	-60%
Domestic Trade Dev					
California Connection	3,000		5,000	2,000	67%
Domestic Trade Promotions	3,064		5,000	1,936	63%
Domestic Trade Shows	0		5,000	5,000	
Total Domestic Trade	6,064		15,000	8,936	147%
International Trade Dev					
CTM	30,000		5,000	-25,000	-83%
PowWow - LA	50,000		0	-50,000	-100%
Japan Representation	120,000		60,000	-60,000	-50%
UK Representation	60,000		60,000	0	0%
Germany Representation	40,000		40,000	0	0%
Australia Representation	50,000		50,000	0	0%
Brazil Representation	25,000		0	-25,000	-100%
Trade and Consumer Promotions	3,086		0	-3,086	-100%
Consumer Promotions	15,415		0	-15,415	-100%
Trade Shows/Exhibitions	100,000		77,000	-23,000	-23%
Visit USA Centers	1,397		0	-1,397	-100%
WTM	75,000		0	-75,000	-100%
Trade Show Booth/Banners	75,000		0	-75,000	-100%
Market Dev. Co-operator Prog.	5,000		5,000	0	0%
Fam Tours/Promotional Opportunities	17,000		10,000	-7,000	-41%
Travel Trade Development	22,000		12,000	-10,000	-45%
International Fulfillment	20,000		10,000	-10,000	-50%
Total Int'l Trade Dev	708,898		329,000	-379,898	-54%
Research					
Research Projects	380,628		200,000	-180,628	-47%
Three Consumer Shows	2,905		0	-2,905	-100%
Total Research	383,533		200,000	-183,533	-48%
VISITOR INFO/COMM					
Publications					
Web Site Maintenance & Improvements	0		50,000	50,000	
Web Site Improvements	5,560		0	-5,560	-100%
Web Site Hosting (Teale)	7,000		7,000	0	0%
Special Fulfillment Project	23,000		23,000	0	0%
Internet Assessment List	20,000		0	-20,000	-100%
Fulfillment Contractor	385,000		350,000	-35,000	-9%
Postage	700,000		650,000	-50,000	-7%
On-line Marketing	0		0	0	
Student Packets	35,000		0	-35,000	-100%
Winter Guide	0		75,000	75,000	
Driving Tour Co-op	25,000		20,000	-5,000	-20%
Photography	5,000		5,000	0	0%
Total Publications	1,205,560		1,180,000	-25,560	-2%
Media Relations					
New York Press Event	55,000		40,000	-15,000	-27%
CA Media Events	0		20,000	20,000	
Media Relations Consultant	62,000		60,000	-2,000	-3%
Wild Fires Crisis PR	26,900		0	-26,900	-100%
Domestic Media Outreach	4,500		7,500	3,000	67%
Int'l Media Outreach	2,500		7,500	5,000	200%
CTM Media Outreach	5,000		2,500	-2,500	-50%
Video Production	15,000		0	-15,000	-100%
Video News Release (VNR)	9,000		0	-9,000	-100%

CALIFORNIA TOURISM					
MARKETING PLAN FY 04-05					
Approved by Commissioners on 6/24/04					
	CURRENT	FY 03-04	PROPOSED		
	BUDGET	YEAR END	BUDGET		
BUDGET AT \$6,500,000	FY 03-04	FORECAST (3)	FY 04-05	DIFFERENCE (4)	% CHANGE
What's New in California	19,500		17,000	-2,500	-13%
SATW	1,000		2,000	1,000	100%
Insights	67,000		60,000	-7,000	-10%
Press Kits	4,500		5,500	1,000	22%
Translations	500		2,500	2,000	400%
Videography	0		20,000	20,000	
B-Roll	6,500		10,000	3,500	54%
Germany PR Contractor	25,000		14,000	-11,000	-44%
Japan PR Contractor	25,000		14,000	-11,000	-44%
UK PR Contractor	25,000		14,000	-11,000	-44%
Newsclipping Service	7,000		7,000	0	0%
Total Media Relations	360,900		303,500	-57,400	-16%
Welcome Centers					
Welcome Centers	22,575		10,000	-12,575	-56%
Total Welcome Centers	22,575		10,000	-12,575	-56%
SUBTOTAL MARKETING	4,888,696		2,925,000	-1,963,696	-40%
MARKETING RESERVE	383,130		128,000	-255,130	-67%
TOTAL MARKETING	5,271,826		3,053,000	-2,218,826	-42%
OPERATIONS					
Accounting	48,000	48,000	45,000	-3,000	-6%
Audit	22,000	23,000	24,000	1,000	5%
Consultants + Expenses	388,000	375,000	296,000	-79,000	-20%
Communications Outreach	75,000	75,000	75,000	0	0%
Computers/Office Equip	78,000	115,000	78,000	-37,000	-47%
Database	20,000	0	30,000	30,000	150%
General Expense	73,000	77,000	73,000	-4,000	-5%
Insurance	24,000	31,000	39,000	8,000	33%
Legal Services	90,000	80,000	75,000	-5,000	-6%
Meals and Entertainment	15,000	8,000	10,000	2,000	13%
Meetings	60,000	53,000	60,000	7,000	12%
Memberships	20,000	8,000	15,000	7,000	35%
Move Expense	50,000	130,000	0	-130,000	-260%
Postage and Printing	125,000	100,000	125,000	25,000	20%
Rent	86,000	116,000	134,000	18,000	21%
Salaries and Benefits	1,059,000	1,059,000	1,340,000	281,000	27%
Telephone	50,000	35,000	50,000	15,000	30%
Teleconferences	0	15,000	50,000	35,000	
Training	5,000	1,000	5,000	4,000	80%
Travel - Executive/Staff	155,000	135,000	125,000	-10,000	-6%
Travel - CTTC Commissioners	10,000	10,000	10,000	0	0%
Total Operations	2,453,000	2,494,000	2,659,000	165,000	7%
ASSESSMENT ADMIN					
Salaries and Benefits	381,000	462,000	433,000	-29,000	-8%
General Expense	179,000	312,000	312,000	0	0%
Consultant Services	178,888	90,000	50,000	-40,000	-22%
Total Assessment	738,888	864,000	795,000	-69,000	-9%
CTTC OPERATIONS RESERVE	0		43,000	43,000	
TOTAL OP/ASSESS/RES	3,191,888	3,358,000	3,497,000	139,000	4%
TOTAL (1) (2)	8,463,714	8,629,826	6,550,000	-2,079,826	-25%
(1) FY 03-04 Budget Sources:					
State funds	0				
CTTC funds	6,200,000				
Additional CTTC funds available	1,625,000				
CTTC carryover from FY 02-03	638,714				
Total FY 03-04 Budget	8,463,714				
(2) FY 04-05 Budget Sources:					
State funds			0		
CTTC funds			6,500,000		
Total FY 04-05 Budget			6,500,000		
(3) Forecast figures are for Operations and Assessment Expenses only. All Marketing funds will be spent (with the exception of the Marketing Reserve, which will be added to the FY 04/05 available funds.					
(4) For Operations and Assessment expenses, the Difference is between the Forecast figure and the FY 04/05 figure.					
(5) Three new staff members added for FY 04/05 - two consultants converted to employees for net cost savings, one new administrative assistant for Marketing and Communications departments.					